ALSO - DO WE WANT TO REFERENCE FTC WARNING SITUATION ?

NOR HAS IT ENCOURAGED SOUTHLAND TO CONDUCT THIS PROGRAM ON ITS BEHALF,

MAY BE REDUNDANT

February , 1988

Vice President, Marketing
Southland Corporation

Dear _____:

You have informed us that Southland Corporation ("Southland") has independently decided to undertake an outdoor billboard cigarette advertising program for its retail stores which will feature certain brands of cigarettes manufactured and sold by Philip Morris U.S.A. ("Philip Morris"), including Marlboro, Benson & Hedges, VIRGINIA SLIMS, Merit, and Parliament. As you know, Philip Morris has provided no financial support to Southland for the program, ~~nor has it otherwise participated in the program.~~ This advertising program was conceived, prepared, and will be undertaken solely by Southland.

As with any use of its trademarks, Philip Morris expressly reserves the right to object to any violation of its proprietary interests, including the use of its trademarks in a manner that would promote confusion or allow disparagement or dilution of these trademarks. In order to avoid misuse of the trademarks and in light of the continuing excellent relations between our companies, we ~~would appreciate the opportunity to review the final copy of these advertisements prior to their publication.~~

request the opportunity to review all copy and materials prior to their publication

HAVE REVIEWED THE COPY YOU PLAN TO RUN FOR EACH OF THE ABOVE MENTIONED PHILIP MORRIS BRANDS AND REQUEST (REQUIRE) THE FOLLOWING:

- ALL HEADLINES BE PRECEDED BY 7-ELEVEN LOGO IN UPPER LEFT CORNER
- THE LISTED HEADLINES BE USED
  - MARLBORO - "IS CARTON COUNTRY" ← DON'T RECOMMEND
  - ETC.
- A 7-ELEVEN LOGO APPEAR IN LOWER RIGHT CORNER

THIS MAY NOT BE REQUIRED/ DESIRABLE

Very truly yours,

PHILIP MORRIS U.S.A.

Edwin McQuigg
Vice President
Sales Development

2049437331

Source: https://www.industrydocuments.ucsf.edu/docs/sywm0004